

KOENIG SOLUTIONS • COURSE OUTLINE

Digital Marketing: SEO, Google Ads & GA4

Learn to plan, optimise and measure digital marketing campaigns across SEO, Google Ads, GA4, social, content and email.

2 Days

16 HOURS

7

MODULES

35

TOPICS

COURSE OVERVIEW

This 2-Day Digital Marketing Masterclass is a complete, hands-on journey from beginner to advanced level. Participants will learn how to build and execute a full-funnel digital marketing strategy using different tools and platforms. The program covers all core areas from website optimization, SEO, analytics, and paid advertising to social media, content, video, and email marketing. Learners will gain both conceptual understanding and practical experience through guided exercises, demos in Google Ads and Analytics. By the end of the program, participants will be able to plan, launch, measure, and optimize digital campaigns confidently and effectively.

WHO THIS COURSE IS FOR

Digital Marketers

SEO Specialists

Content Marketers

Social Media Managers

PPC Executives

Marketing Analysts

LEARNING OBJECTIVES

- Explain core components of digital marketing and the marketing funnel
- Apply UX/UI principles to design high-converting websites
- Conduct keyword research and apply on-page and technical SEO
- Configure Google Analytics 4 and interpret key engagement metrics
- Build Google Ads campaigns using keyword and bidding strategies
- Compare organic and paid strategies across social platforms
- Develop content, video and email marketing workflows

7 Modules, 35 Topics

DAY 1 Digital Marketing Foundations

01

Digital Marketing Essentials & Strategy

TOPICS

- Evolution of marketing — traditional vs digital
- **Core components:** SEO, SEM, SMM, Email, Content, Analytics
- Understanding the customer journey & marketing funnel
- Building a cohesive digital marketing strategy
- Defining goals, KPIs & measurable ROI

02

Website Optimization & Conversion Design

TOPICS

- What makes a website effective
- Domain & hosting choices (WordPress vs Shopify etc.)
- UX/UI principles for digital engagement
- Writing high-converting web copy and CTAs

03

Search Engine Optimization (SEO)

TOPICS

- | | |
|--|---|
| ■ How search engines rank content | ■ Off-page SEO (backlinks, directories, citations) |
| ■ Keyword research and intent mapping | ■ Technical SEO (bots, sitemaps, mobile optimization) |
| ■ On-page optimization (title, meta, internal links, schema) | ■ Local SEO and Google Business Profile setup |

04

Analytics & Performance Tracking

TOPICS

- Role of data in digital marketing decisions
- Setting up Google Analytics 4 (GA4)
- **Understanding metrics:** sessions, engagement rate, bounce rate
- Event & goal tracking basics
- UTM parameters and campaign measurement

DAY 2

Creating Ad Campaigns, Content Marketing and Email Marketing

05

Search & Display Advertising (SEM/PPC)

TOPICS

- PPC basics and auction mechanism
- Google Ads structure (campaign → ad group → ad)
- Keyword match types and bidding strategies
- Display ads & remarketing concepts

06

Social Media Marketing

TOPICS

- Overview of major platforms (Facebook, Instagram, LinkedIn, X)
- Aligning platforms with business goals
- Organic vs paid social strategies
- Content calendar planning & scheduling tools
- **Metrics:** reach, engagement, CTR, CPC

07

Content, Video & Email Marketing

TOPICS

- | | |
|--|--|
| ■ Content marketing pillars and types | ■ Basics of video marketing and YouTube SEO |
| ■ Writing content that converts (blog, infographic, AI-aided copy) | ■ Email marketing workflow — list building, segmentation, automation |
| ■ Repurposing content for different channels | ■ Tools overview (Mailchimp) |

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

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